Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A driving circuit for actively driving an organic electroluminescent display device in which a plurality of pixels, each containing an organic electroluminescent element, are arranged in a matrix, the driving circuit comprising:

a reverse-bias setting circuit which sets the organic electroluminescent elements to a reverse-bias state on an area-by-area ~~basis.~~basis,

wherein a duration for writing to each pixel and a duration for setting the organic electroluminescent element for each pixel to the reverse-bias state are separately set.

2. (Currently Amended) A driving circuit for actively driving an organic electroluminescent display device in which a plurality of pixels, each containing an organic electroluminescent element, are arranged in a matrix, the driving circuit comprising:

a reverse-bias setting circuit which sets organic electroluminescent elements contained in a predetermined area, from among the organic electroluminescent elements, to a reverse-bias ~~state.~~state, wherein a duration for writing to each pixel and a duration for setting the organic electroluminescent element for each pixel to the reverse-bias state are separately set.

3. (Previously Presented) The driving circuit according to claim 1, the reverse-bias setting circuit including a switch which switches an electrical connection state of at least one of electrodes of each of the organic electroluminescent elements between being connected to a first power source line that supplies a first potential and being connected to a second power source line that supplies a second potential that is lower in level than the first potential.

4. (Previously Presented) The driving circuit according to claim 1, the reverse-bias setting circuit including a switch which switches an electrical connection state of a cathode of each of the organic electroluminescent elements between being connected to a first power source line that supplies a first potential and being connected to a second power source line that supplies a second potential that is lower in level than the first potential.

5. (Previously Presented) The driving circuit according to claim 3, the switches being arranged with one switch for each pixel, so that the organic electroluminescent elements being set to be in a reverse-bias state on a pixel-by-pixel basis by controlling the switches.

6. (Previously Presented) The driving circuit according to claim 3, the switches being arranged with one switch for each line of pixels, so that the organic electroluminescent elements are set to be in a reverse-bias state on a line-by-line basis by controlling the switches.

7. (Previously Presented) The driving circuit according to claim 3, the switch being arranged with a single switch for all pixels, so that the organic electroluminescent elements for all pixels are set to be in a reverse-bias state by controlling the switch.

8. (Previously Presented) The driving circuit according to claim 3, the switches being arranged with one switch for each of particular pixels, so that only the organic electroluminescent elements for the particular pixels are set to be in a reverse-bias state by controlling the switches.

9. (Currently Amended) A driving circuit for driving an electro-optical device in which a plurality of electro-optical elements are arranged in a matrix, the driving circuit comprising:

a reverse-bias setting circuit which sets at least one of the electro-optical elements to a reverse-bias ~~state.~~state, wherein a duration for writing to each of a plurality of

pixels and a duration for setting the electro-optical elements for each pixel to the reverse-bias state are separately set.

10. (Previously Presented) A piece of electronic equipment, comprising:

an active-matrix display device that includes the driving circuit according to claim 1.

11. (Currently Amended) An electro-optical device, comprising:

a display device that includes a plurality of pixels, each of the plurality of pixels including an electro-optical element; and

a driving circuit that drives the display device, the driving circuit including a reverse-bias setting circuit which sets the electro-optical elements to a reverse-bias state on a predetermined area-by-area ~~basis.~~basis, wherein a duration for writing to each pixel and a duration for setting the electro-optical element for each pixel to the reverse-bias state, are separately set.

12. (Currently Amended) An electro-optical device, comprising:

a display device that includes a plurality of pixels, each of the plurality of pixels including an electro-optical element; and

a driving circuit that drives the display device, the driving circuit including a reverse-bias setting circuit which sets electro-optical elements contained in a predetermined area, from among the electro-optical elements, to a reverse-bias ~~state.~~state, wherein a duration for writing to each pixel and a duration for setting the electro-optical element for each pixel to the reverse-bias state, are separately set.

13. (Previously Presented) The electro-optical device according to claim 11, the reverse-bias setting circuit including a switch which switches an electrical connection state of at least one of electrodes of each of the electro-optical elements between being connected to a

first power source line that supplies a first potential and being connected to a second power source line that supplies a second potential that is lower in level than the first potential.

14. (Previously Presented) The electro-optical device according to claim 11, the reverse-bias setting circuit including a switch which switches an electrical connection state of a cathode of each of the electro-optical elements between being connected to a first power source line that supplies a first potential and being connected to a second power source line that supplies a second potential that is lower in level than the first potential.

15. (Previously Presented) The electro-optical device according to claim 13, the switches being arranged with one switch for each pixel, so that the electro-optical elements are set to be in a reverse-bias state on a pixel-by-pixel basis by controlling the switches.

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16. (Previously Presented) The electro-optical device according to claim 13, the switches being arranged with one switch for each line of pixels, so that the electro-optical elements are set to be in a reverse-bias state on a line-by-line basis by controlling the switches.

17. (Previously Presented) The electro-optical device according to claim 13, the switch being arranged with a single switch for all pixels, so that the electro-optical elements for all pixels are set to be in a reverse-bias state by controlling the switch.

18. (Previously Presented) The electro-optical device according claim 13, the switches being arranged with one switch for each of particular pixels, so that only the electro-optical elements for the particular pixels are set to be in a reverse-bias state by controlling the switches.

19. (Currently Amended) An electro-optical device, comprising:

a plurality of electro-optical elements; and

a driving circuit that drives the plurality of electro-optical elements, the driving circuit including a reverse-bias setting circuit which sets at least one of the plurality of

electro-optical elements to a reverse-bias ~~state.~~ state, wherein a duration for writing to each of a plurality of pixels and a duration for setting the electro-optical elements for each pixel to the reverse-bias state are separately set.

20. (Previously Presented) The electro-optical device according to claim 11, the electro-optical element being an organic electroluminescent element.

21. (New) A driving circuit for actively driving an organic electroluminescent display device in which a plurality of pixels, each containing an organic electroluminescent element, are arranged in a matrix, the driving circuit comprising:

a reverse-bias setting circuit which sets the organic electroluminescent elements to a reverse-bias state on an area-by-area basis,

wherein while the organic electroluminescent elements in one line of pixels are set to the reverse-bias state, the organic electroluminescent elements in the other lines of pixels emit light or writing to the other lines of pixels are carried out.

22. (New) An electro-optical device, comprising:

a display device that includes a plurality of pixels, each of the plurality of pixels including an electro-optical element; and

a driving circuit that drives the display device, the driving circuit including a reverse-bias setting circuit which sets the electro-optical elements to a reverse-bias state on a predetermined area-by-area basis,

wherein while the electro-optical elements in one line of pixels are set to the reverse-bias state, the electro-optical elements in the other lines of pixels emit light or writing to the other lines of pixels are carried out.